



Evolution is key to small business and its local and global impact

D. Delores Logan is founder and CEO of AllCaregivers, Inc., a company that has spanned more than two decades by adapting, evolving and reinventing itself to fulfill niche markets that benefit both the local and the global community.

Although she traveled throughout the United States as a successful human resources professional, Delores knew that she could make a bigger impact on the world around her by shedding corporate constraints and getting down to business -- her own small business.

She began her company in Los Angeles in 1986 as American Sein Pro, selling hospital supplies and lumber. Her business supplied the Los Angeles County Unified School District with all its cabinetry for several years. In 1989, she relocated the company to her hometown of Saluda, South Carolina, where she added medical equipment to her already diverse sales retinue; by 1991, she had also begun to manufacture railcar flooring.

"When I started, I was excited about a lot of products and services which were truly disparate," she says.

Dedicated to her community and its economy, Delores decided to facilitate job creation by shifting her business's focus to personal home care services.

"We are absolutely passionate in our commitment to the individual needs of our clients," she says. "We know their challenges, and we tailor our services to satisfy our customers."

This compassion extends to Delores's employees, many of whom are single mothers. The company not only provides flexible work hours but also one-on-one life skills counseling. Parents with special needs can be referred to support services. Delores's educational background includes a Master's Degree in Behavioral Science, which she believes helps address issues related to both her clients and caregivers.

Her commitment to community well-being also extends beyond her business ventures. She is an active board member of ParentingPartners, which is an affiliate of Prevent Child Abuse South Carolina, and Palmetto Aids Life Support Services (PALSS).

Delores's company now has offices throughout the state, including Saluda, the Florence/Marion area, Myrtle Beach and the West Columbia/Lexington area.

In April 2006, Delores moved her company's headquarters into a newly constructed office condominium in Lexington with help from an SBA-guaranteed loan from Regions Bank. In June 2006, she changed the company's name to AllCaregivers, Inc. to better reflect the products and services offered.

Yet Delores's company has not finished growing and changing: After all, to stop in the world of small business is to stagnate, and to stagnate is to fail. Indeed, AllCaregivers continues to sell medical equipment to South Africa.

"This process continues," Delores says. "My latest project is the formation of an advisory committee of successful business leaders."

Today AllCaregivers has more than 250 employees across the state and has generated multi-million dollar sales.

"My ancestors turned very difficult circumstances into business ventures which worked at a particular point in time," Delores says. "I can at the very least strive to build upon and honor that legacy."

D. Delores Logan is the 2007 SBA South Carolina Minority Small Business Entrepreneur of the Year.